

LOVE YOUR LEGS

i am... a maurices dress pant... a great fit, now and forever

i am... smart

- . I like great fitting pants and have always loved maurices dress pants
- . I like pretty fabrics with beautiful details at an affordable price
- . I like a pant that is slightly relaxed through my hips and thighs
- . I like to have many options



i am... polished

- . I like great fitting pants and I loved the maurices "new fit"
- . I like high quality fabric with special details at an affordable price
- . I like a pant that is relaxed through my hips and thighs
- . I like my pants to have a slightly higher rise and create smooth lines... no "muffin tops" please.



i am... stunning

- . I like to look my best in great fitting pants
- . I like fabric with lots of stretch and added interest at an affordable price
- . I like a pant that flatters my less curvy shape
- . I like clothes that make me feel... stunning

i am... who are you? ...who is your customer?



MAURICES NEWS NETWORK
OCTOBER 2011

Amazing Spaces:
Our Beautiful
New Mock Store

Promotional Events:
September 2011
Success

Warm Welcomes:
New Wellness
Coordinator

Values:
Customer Emails

How we Love:
Our Legs



NEW Mock Store!



Once upon a time there was a little mock store that had grown too big for its britches. Somewhere not too far away (well... across the street) there was a dreary old basement full of lots of dusty old stuff, waiting to be loved...

The mock store has officially moved to its new location across the street in the basement of the Lake Building. The space that was formerly used as a giant storage area has now given way to a larger mock store where we (the Visual Team) can spread a few things out and work more efficiently. Of course, it has been designed to look like an Azure Concept Store.

So many people have come in and been absolutely blown away by the change. Those who had previously been in the basement can't even believe it is the same place. Those who had previously been in the old mock store can't believe how much better this one feels. We are very excited to have this new area; not only will it be an awesome new area for the Visual Team and Merchants to work in, it's just a cool space to hang out and be inspired, just like our stores.

Welcome maurices new Wellness Coordinator!

We would like to announce, Jamie Somrock as our new Wellness Coordinator at maurices Home Office in Duluth, MN. As Wellness Coordinator, she will be working to create and implement programs in health and fitness!

Jamie has recently graduated from the University of Minnesota Duluth with a Bachelor of Applied Science degree in Community Health Education. She has been teaching fitness classes throughout her time at the university. In 2009, she received her NETA (National Exercise Trainers Association) Group Fitness Certification.

When her internship came to an end, she remained great friends with many associate and definitely left a foot print.



Jamie's trademark zest for life, positive outlook and can-do attitude has endeared her to our company and earned her the reputation as the "favorite fitness girl" or "the other Jillian." With her upbeat energy and unique ability to make people feel that she's right there with them, cheering them on... we didn't want to see her go.

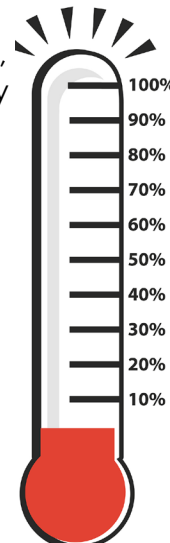
The Value of a maurices Customer Email

As we charge ahead into fiscal 2012, eCommerce is aiming at that goal of \$40 million. When thinking about maurices.com, you must weigh the benefits of having the web store as a resource.

Did you know we offer online exclusive dresses, shoes, accessories and sizes? Surveys have shown that many of our customers 'pre-shop' online, make a list, and then come into your store to make their purchase.

Here are some staggering facts about email:

- The value of just one email to maurices is \$156 a year in sales (times about 900,000 current customer emails!)
- Here at the Home Office we are keeping track of how many unique email addresses we capture and are striving for the goal of 1 million emails for fiscal 2012!



Promotional Events

Email Capture Campaign May 31 - June 8, 2011

Would you give your email address to your favorite retailer in order to receive 10% off your total purchase? In June, 160,562 customers did just that! These customers in turn accounted for 44% of the total transactions during that time and produced 53% of the total sales. This turned out to be a great way to increase the number of customers we can reach out to through email.



Casual & 14-24 Mix and Match BOGO (32 Districts)

Dressy Mix and Match BOGO (6 Districts) June 9 - June 19, 2011

maurices customers love our BOGO events and help drive business by encouraging multiple unit sales. This time we ran a Dressy BOGO in 6 districts and a Casual BOGO in 32 districts. Although the Dressy BOGO transactions account for a lower percent of the total store transactions, the customers averaged a higher UPT and ADS than customers in the Casual BOGO stores.



Simply the Standards

Fiscal 2011 Simply the Standards Achievement!

Congratulations to the following nine stores who achieved Simply the Standards for Fiscal 2011! These teams are a great example of what can be achieved through leadership, sales intensity and being goal focused. Way to go!

REG	DIST	STORE	ABBR	CITY	ST	MGR	ASST
5	506	1505	SLMOH	SALEM	OH	Christina L	Nicole Z
5	506	1568	SND OH	SANDUSKY	OH	Jennifer K	Kelly P
6	600	1600	MRDMS	MERIDIAN	MS	Lala W	Lene M
2	200	1602	OMANE	OMAHA	NE	Ellen C	Bec W
5	501	1635	STBMA	STURBRIDGE	MA	Jen J	Angie E
5	501	1644	ROCNH	ROCHESTER	NH	Virginia Y	Angie A
2	212	1692	ASTTX	AUSTIN	TX	Nicole E	Sarah Y
3	302	1794	PRTOR	PORTLAND	OR	Teresa H	Sadie P
5	507	1804	MCHIN	MICH CITY	IN	Tara D	Laura A

Anniversaries

OCTOBER

5 Years

Sandra Abraham Home Office
Alyssa Akre 1339, ELKMN
Tessa Barksdale 1254, HOTAR
Abby Bogear 0329, MDW
Tresica Davis 1673, HRSIL
Sheri Flowers 1035, PPBLF
Amanda Geyer 1633, SMRIN

10 Years

Joy Heinen 1435 KLRWI
Billie Cooley 303 Manager
Sara Thornson

20 Years

Liz Ossanna Home Office

25 Years

Julie King Dist. Center

35 Years

Maria Cortese Home Office

NOVEMBER

5 Years

Dara Allsup 1027, FNDLY
Shawna Lee 1455, MSNNY
Kim Bailey 1026, SERCY
Saima Blanton 1841, HOWMI
Brice Carter Dist. Center
Pauline Cheng 1451, KELWA
Tracie Clevon 1380, CNRWM

10 Years

Kim Costello 300 Manager
Pam Fruin 0017, GI

15 Years

Scott Reel Dist. Center

20 Years

Carrie Gilbertson Home Office
Kathy Stenberg Home Office